

HOW YOU CAN HELP

Most of the administrative costs of The Adnams Charity are met by Adnams plc, which means that every penny you are able to give us, or raise on our behalf, goes direct to the organisations that we support, with no deductions. You can help in the following ways:-

- **Organise a fundraising event on our behalf**

We shall be happy to talk about how we can help.

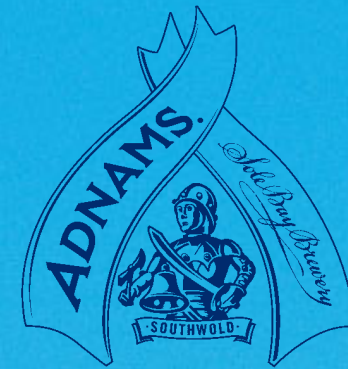
- **Make a regular donation to The Adnams Charity**

This can be done through a standing order to your bank, mandating dividends on your shares or in a number of other ways. Remember that for every pound you give, as a UK taxpayer, we can benefit by an extra 28 pence, if you fill out a simple Gift Aid form on our behalf. We are happy to discuss these matters with you.

- **Remember us in your will**

A significant proportion of The Adnams Charity's income comes from a major legacy - and you, too, can ensure that your generosity is remembered for generations to come. Once again, we can help you to make these arrangements.

CHARITY CATCHMENT AREA



THE ADNAM'S CHARITY

THE ADNAM'S CHARITY

MAKING A DIFFERENCE
IN THE LOCAL COMMUNITY

WHO WE ARE
WHAT WE DO
HOW TO APPLY FOR A GRANT
HOW YOU CAN HELP



If you require further information,
please call The Charity Administrator
on 01502 727200
or email charity@adnams.co.uk

The Adnams Charity, Sole Bay Brewery,
Southwold, Suffolk, IP18 6JW

WHO WE ARE

Operating in the Adnams heartland, within 25 miles of Southwold, on the Suffolk coast, The Adnams Charity aims to make a real, measurable difference to people's lives, at grassroots level.

Founded in 1990, to mark the centenary of the incorporation of Adnams as a Limited Company, the Charity is funded by the annual donation of 1% of the profits of Adnams plc, and by the generosity of others - including a major legacy from a former shareholder.

As a registered charitable trust (No. 1000203) The Adnams Charity operates independently of Adnams plc, in accordance with guidelines agreed with the Charity Commissioners. It publishes annual, audited accounts to allow for full public scrutiny of its work.

The trustees include a number of Adnams Directors and elected employee trustees, together with others whose expertise and commitment to our community can add to the quality of decision-making, particularly with regard to applications for grants.



WHAT WE DO

The Adnams Charity supports a wide variety of organisations within 25 miles of the Church of St Edmund, Southwold, with small donations to achieve specific objectives. Grants normally range in size between £500 and £5,000 and the trustees expect to see the results of their donations within twelve months. (Please refer to the back page for the catchment area)

Most grants are made under the general headings of Health and Social Welfare, Education, Recreation, The Arts, Community Facilities and the Environment. Local organisations which receive our help may not necessarily be registered charities but must be able to demonstrate that they fulfil a real local need and have a track-record of competence.

Grants are never made to individuals, but may be channelled through recognised organisations that are prepared to sponsor needy individuals and to ensure that the money is well spent. Grants are rarely made to private clubs or to national charities, unless these organisations can demonstrate that they will provide a public benefit, within The Adnams Charity heartland. Grants are never made for general funds but only for specific purposes, and are rarely made to the same organisation two years in succession.

Since its inception The Adnams Charity has made donations of over half a million pounds, to hundreds of small organisations. Schools, village halls, playgroups, arts festivals and all manner of groups catering for the needs of the young, the old, the disabled, the homeless and the sick have all benefited from our work.

HOW TO APPLY FOR A GRANT

We aim to make the application process as simple as possible but we do need to ask for a reasonable amount of information to assist the trustees in their decisions and to conform with Charity Commission guidelines. Before you apply, please make sure that your organisation is working within our catchment area (see back page) and is not otherwise excluded for any of the reasons noted in the previous section 'What we do'.

The trustees meet quarterly, in January, April, July and October. Applications should be made in writing (well in advance of these meetings) to:-
The Charity Administrator, The Adnams Charity,
Sole Bay Brewery, Southwold, Suffolk, IP18 6JW.

Please ensure that you provide the following information:-

- The full name and address of the organisation to which correspondence should be addressed and cheques made payable in the event of a grant being made
- A brief description of the organisation and its activities
- What the grant is for
- Who will benefit
- How much the item(s) will cost - please provide a detailed quotation
- Other fundraising activities being undertaken and the amount raised so far
- A recent set of audited accounts, where available
- A copy of your Reserves Policy (if you are applying from a registered charity)